



wisitech  
walk the web wisely

# The Small Business Digital Playbook

*5 steps to transform your online growth*



wisitech.com



# The 5 Steps to Grow Online



## **Step 1**

Your Customers Are Online.  
Are You?



## **Step 2**

The Only 3 Numbers That  
Matter



## **Step 3**

What Actually Grows a  
Business



## **Step 4**

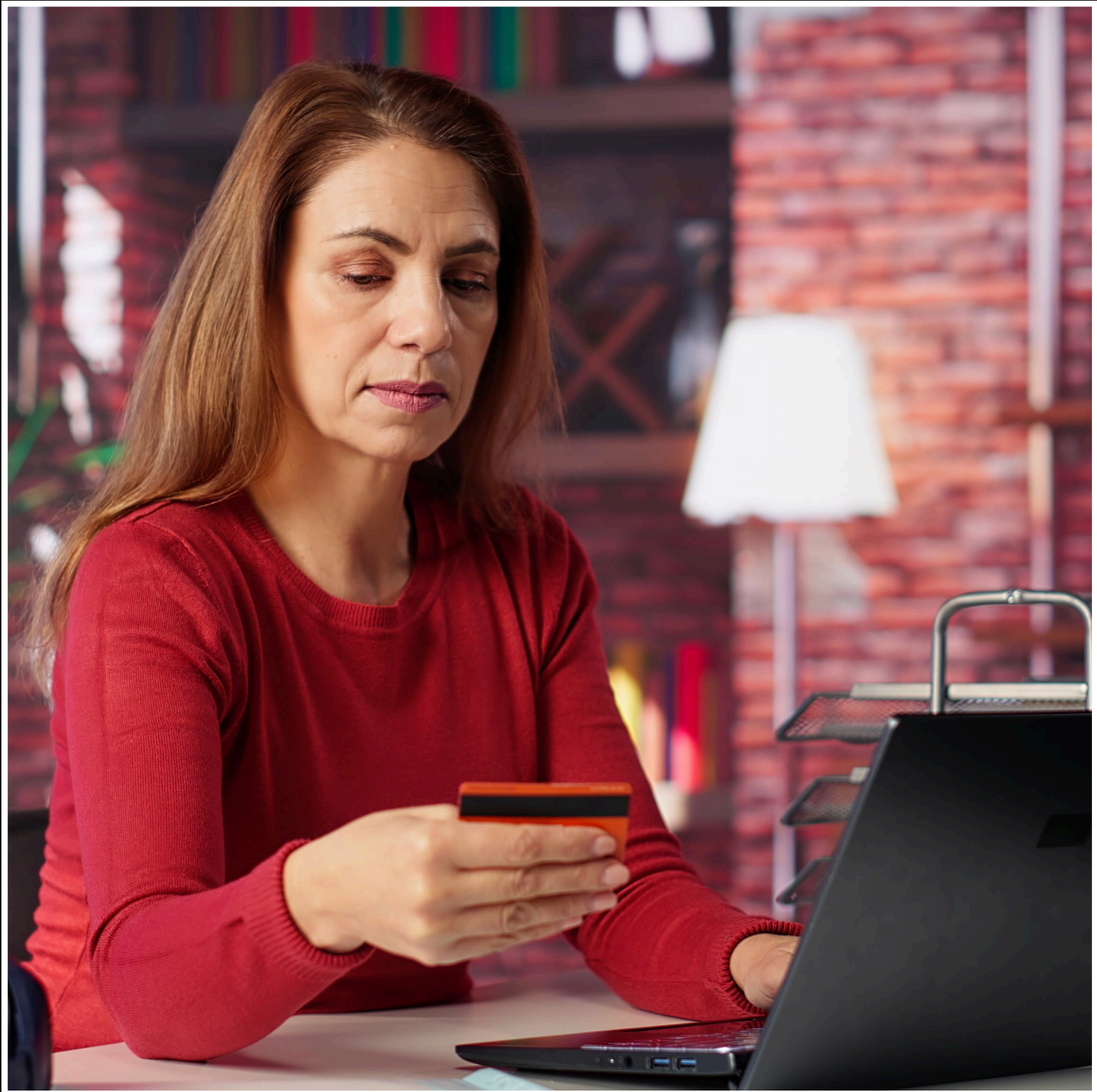
The Money-Making Website  
Formula



## **Step 5**

The Monthly Action Plan

# Your Customers Are Online. Are You?



## Your customers are searching for you on

- Google (8.5B searches daily)
- Facebook (3B users)
- Instagram (2B users)
- AI tools like ChatGPT (growing fast)

## The minimum you need

- A phone-friendly website
- Google Business Profile
- One social account (where your customers are)
- A way to collect emails
- Content that answers real customer questions

*That's it. Start here.*



# The Only 3 Numbers That Matter





1

## Website Visitors

**Good:** 1,000+

**Great:** 5,000+

2

## Leads Generated

**Good:** 2% of visitors

**Great:** 5% of visitors

3

## Customer Acquisition Cost (CAC)

**Rule:** Spend \$1 to make \$3

**Example:** Spend \$200 to win a \$600 customer

## Free Tools

Google Analytics, Search Console

*We can set it up for you.*



# What Actually Grows a Business



## **Stop Doing**

1. Random posts on social media
2. Blindly copying competitors
3. Chasing every new platform

## **Start Doing**

1. Email your customers monthly
2. Ask for Google reviews
3. Answer customer questions online  
*(helps you get found everywhere)*
4. Show up consistently  
*(pick 2 social media platforms max)*

*One thing done well beats 10 things done poorly.*



# The Money-Making Website Formula



# Your Homepage Needs Just 5 Things

1

## **Clear Headline. What Do You Do?**

"Fast, Reliable Plumbing Repairs. Same Day Service"  
(Replace "plumbing" with your service)

2

## **Simple Call-To-Action. What Should They Do?**

"Get Your Free Estimate Today"

3

## **Social Proof. Why Trust You?**

"500+ happy customers" OR "4.9★ on Google"

4

## **Contact Info. How to Reach You?**

Phone/email clearly at the top

5

## **Service Areas. Where Do You Operate?**

"Serving Chicago & nearby suburbs"  
(Customize to your location)

## **Bonus**

Add an FAQ section so AI tools can pull accurate answers from your site.



# The Monthly Action Plan



### **Week 1**

Send an email  
to customers

### **Week 2**

Post 3 times on your  
chosen platform

### **Week 3**

Ask 5 happy customers  
for reviews

### **Week 4**

Check your insights,  
repeat what worked

## **The 1-Hour Friday Review**

- Which marketing brought customers?
- What questions did customers ask online?
- What can you improve next month?

## **Success Secret**

Marketing isn't magic. It's doing simple things consistently.



# The 5-Minute Review Booster

*Your easiest growth win, more Google reviews.*

- 1 Pick 5 happy customers**  
Anyone who said “great job” or “thank you.”
- 2 Send this message**  
Hi {FirstName}, Thanks for choosing {Your Business Name}! Could you please leave us a quick Google review?  
{Your review link}
- 3 Reply to every review**  
Keep it short and friendly.

## Why It Works

More reviews = more trust, higher Google rank, more customers.

# Ready to Grow?

## Let's talk.

Email: [connect@wisitech.com](mailto:connect@wisitech.com)

Know another business owner  
who needs this? Share it.

